

Message Text

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PAGE 01 ALGIER 00594 071339Z

ACTION COME-00

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FM AMEMBASSY ALGIERS

TO SECSTATE WASHDC 6047

INFO AMEMBASSY DAMASCUS

AMEMBASSY TUNIS

UNCLAS ALGIERS 0594

E.O. 11652: N/A

TAGS: BEXP, AG

SUBJECT: NOVEMBER 77 EDP TECHNICAL SALES SEMINAR

REFS.: STATE 4898; 75 ALGIERS 1684

1. EMBASSY BELIEVES SUBJECT SEMINAR WILL BE WELL RECEIVED IN ALGIERS PROVIDED THAT PARTICIPATING FIRMS ABLE TAILOR PRESENTATION TO RELATIVELY SOPHISTICATED, YET UNDER-DEVELOPED ALGERIAN MARKET.

2. AMERICAN EDP EQUIPMENT AND SERVICES ALREADY WELL-KNOWN IN ALGERIA. ALGERIAN "COMMISSARIAT NATIONAL A L'INFORMATIQUE" (CNI), WHICH IS GOA CENTRAL DATA PROCESSING ORGANIZATION (ALTHOUGH OTHER EDP UNITS EXIST ELSEWHERE IN GOVERNMENT - SUCH AS AT SONATRACH AND BANKS), ESTIMATES THEY CURRENTLY DEALING WITH APPROXIMATELY DOZEN US FIRMS AND SEVEN US SUPPLIERS, INCLUDING FOUR COMPUTER FIRMS (IBM, HONEYWELL, BURROUGHS, UNIVAC). EMBASSY RECORDS SHOW FOLLOWING US FIRMS OR SUBSIDIARIES OF US FIRMS MAINTAIN OFFICES IN ALGERIA: BURROUGHS CORP., COMPUTER SCIENCES, CORP., DIGITAL RESOURCES CORP., HONEYWELL INFORMATION SYSTEMS, IBM, NATIONAL CASH REGISTER AND XEROX.

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3. ALGIERS REFTEL REPORTED APPROX 70 COMPUTERS IN OPERATION IN ALGERIA IN 1975, WITH ALGERIA'S IMPORTATION OF EDP EQUIPMENT IN 1974 AMOUNTING TO ABOUT \$4 MILLION. TODAY THERE APPROX 85 COMPUTERS IN ALGERIA. ALGERIA'S IMPORTATION OF EDP EQUIPMENT IN 1975 (LATEST YEAR FOR WHICH STATISTIC AVAILABLE) WAS \$14 MILLION. US PORTION OF THAT WAS \$2 MILLION. LEADING SUPPLIERS WAS FRANCE.

OTHER IMPORTANT SUPPLIERS WERE W. GERMANY, JAPAN, ITALY AND GREAT BRITAIN. IMPORT DUTIES RUN FROM THREE TO TEN PERCENT, EXCEPT HIGHER FOR CERTAIN PAPERS AND CARDS.

4. LAST DECEMBER ALGERIA HOSTED FIRST ANNUAL CONFERENCE ON DATA PROCESSING IN ADMINISTRATION, SPONSORED BY AFRICAN ADMINISTRATIVE TRAINING AND RESEARCH ORGANIZATION CAFRAD. CONFERENCE ATTENDED BY JOHN BEHRENS OF USDOC CENSUS BUREAU, WHO WILL BE ABLE PROVIDE ADDITIONAL INFORMATION.

4. ALL THE ABOVE PINTS OUT THAT TO BE SUCCESSFUL TSS MUST DO MORE THAN SIMPLY PRESENT NEW-TO-MARKET FIRMS. ALGERIANS ALREADY DEALING WITH MORE FIRMS THAN THEY CAN HANDLE. CNI OFFICIALS, IN RECENT CONVERSATIONS WITH EMBASSY COMMERCIAL OFFICER, STRESSED THAT SEMINAR SHOULD NOT RPT NOT DEAL WITH SYSTEMS WITH SPECIFIC APPLICABILITY. AS EXAMPLE THEY SAID THEY "WOULD NOT BE INTERESTED IN HEARING ABOUT SYSTEMS AND EQUIPMENT APPLICABLE PARTICULARLY TO BANKS". SEMINAR SHOULD CONCENTRATE ON "FUTURE OF DATA PROCESSING". OTHER, GENERAL SUBJECTS THEY RECOMMENDED INCLUDE TELETRANSMISSION, APPLICATION AND POSSIBILITIES OF SATELLITE TERMINAL SYSTEMS, AND BROAD APPLICATION SOFTWARE SYSTEMS (FOR INSTANCE COUNTRY-WIDE INVENTORY AND WAREHOUSING CONTROL, TRANSPORTATION NETWORK CONTROL). IN SHORT, THEY WOULD BE INTERESTED IN EXPOSITIONS OF IDEAS AND SYSTEMS WITH BROAD RATHER THAN SPECIFIC APPLICABILITY. TWO OTHER PERIPHERAL AREAS OF INTEREST ARE TRAINING

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AND STANDARDIZATION.

5. EMBASSY KNOWS OF NO MAJOR EVENTS WHICH MIGHT CONFLICT WITH PROPOSED SEMINAR TIMING. WE PRESUME USDOC AWARE THAT NOVEMBER 1 IS ALGERIAN HOLIDAY AND NOVEMBER 21/22 IS MAJOR MOSLEM HOLIDAY. SEMINAR SHOULD PLAN VISIT ALGIERS ONLY, FOR TWO OR THREE DAYS.

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